

Typography

Play+ Typography Guide This is our belief Typography performs In Play+, typography is not just a utilitarian necessity — it is a performance. Our type system expresses both our Distinct and Intuitive pillars. It speaks with clarity, rhythm, and character, enabling content to feel as natural as a conversation. Typography in Play+ doesn't just organize content — it performs. With intention, rhythm, and voice, our type choices transform interfaces into fluent, brand-native conversations.

Core Principles of Typography ■ **Hierarchical Design Guideline** Use a consistent type scale to guide the user through content accurately. **Developer Implementation** Use semantic HTML tags (h1-h6). Map to \$font-heading-* tokens. Never skip heading levels. **Readable Design Guideline** Body text must be legible in long-form, with optimal font size, line height, and line length.

Developer Implementation Use \$font-body-1. Limit width using \$content-line-measure (~75ch).

Expressive Design Guideline Typography must reflect brand personality while staying clean and confident. **Developer Implementation** Use web fonts with font-display: swap. **Adaptive Design Guideline** Type scale should adapt fluidly across breakpoints and screens to be adaptive.

Developer Implementation Use rem units and clamp() for scalable text. **Our Typeface System: The Trio of Roles** ■ **The Typographic Scale** ■ **Token Name / Role** Font Family Weight Size Line

Height Hero Title PP Neue Machina Bold 3.75rem / 60px 1.2 Heading 1 Mulish Bold 3rem / 48px

1.2 Heading 2 Mulish Bold 2.25rem / 36px 1.25 Heading 3 Mulish Semibold 1.875rem / 30px 1.3

Subtitle Mulish Regular 1.5rem / 24px 1.4 Body Text Inter Regular 1rem / 16px 1.5 Small Body

Inter Regular 0.875rem / 14px 1.5 Label / Button Inter Medium 0.875rem / 14px 1.2 Caption Inter

Regular 0.75rem / 12px 1.3 Platform-Specific Implementation ■ **Web** Use "rem" **iOS** Use "pt"

Android Use "sp" **Spacing Rules** : Vertical spacing should derive from the element's line-height.

Use \$space tokens for consistent inter-block rhythm. **Hierarchy Enforcement** : Never use a heading token on non-heading semantic elements (e.g., don't use \$font-heading-h3 in a <p>).

Create utility styles when needed for similar looks without breaking semantics. **Customizing the Typography** ■ We believe in metamorphic design. Swap tokens, keep structure. // Define custom

fonts \$my-brand-serif: "Georgia", serif; \$my-brand-sans: "Helvetica Neue", sans-serif; // Override

Play+ tokens \$font-family-heading: \$my-brand-serif; \$font-family-body: \$my-brand-sans;

Guidelines for Customization : Choose fonts with full weight families (Regular, Medium, Semibold,

Bold) Test across breakpoints to ensure legibility and tonal match **Typography in Motion** ■

Typography should feel alive, not static. **Recommendations** : Fade-in or upward rise on heading reveal Labels animate upward on input focus Smooth resizing on screen transitions using clamp()

Component-Level Typography Map ■ **Component Role Token Used Font** Button Label \$font-label

Inter Modal Title Heading 2 \$font-heading-h2 Mulish Input Label Caption \$font-caption Inter Card

Title Heading 3 \$font-heading-h3 Mulish Card Body Body Text \$font-body-1 Inter Toast Message

Small Body \$font-body-2 Inter Hero Section Hero Title \$font-display PP Neue Machina

Typography Quick Guide ■ **Do's** : Use heading tags correctly and in order Keep line length to ~75

characters Use semantic tokens, not raw styles Choose expressive fonts for brand, neutral for function
Don't : Skip heading levels (h1 → h3) Apply heading tokens to non-headings Use more than 2-3 fonts per interface Rely on pixel values over tokens This is the voice of your product. Let it be bold, legible, and beautifully yours.